

Do something

amazing

today

Save a life



Give blood

What's so

amazing

about giving blood?

When you give blood, you'll be doing one of the most amazing things anybody could dream of – saving a life.

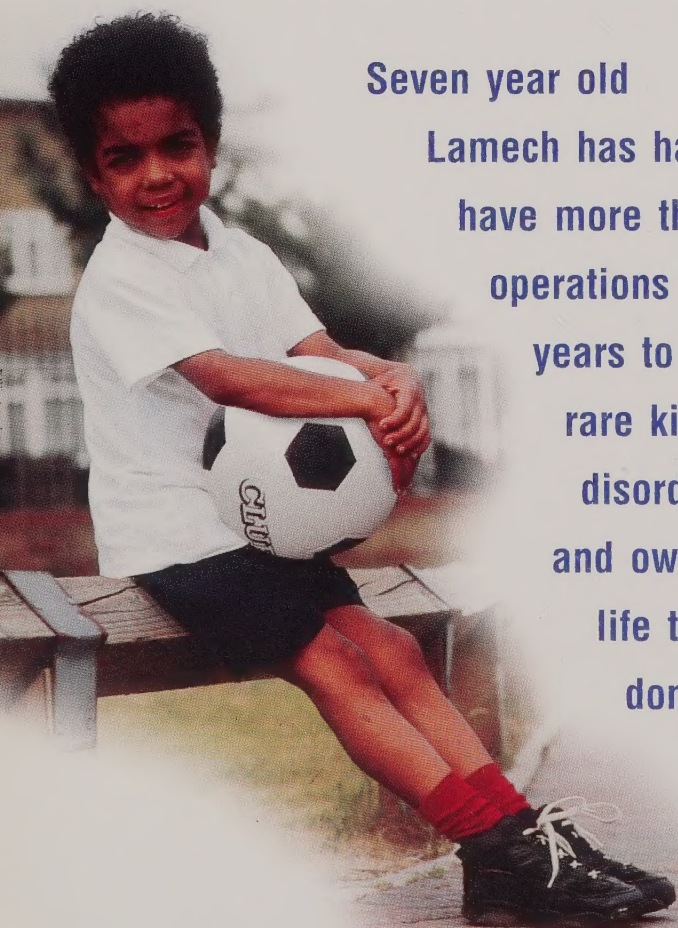
You can enable someone to receive a desperately needed transfusion. Some

operations, for instance, require literally pints and pints of blood. Or just as importantly, components extracted from your blood, such as plasma, can play a key role in a range of procedures such as treating burns or preventing infection.

Seven year old

Lamech has had to have more than 20 operations in two years to treat a rare kidney disorder, and owes his life to blood donors

As new treatments are developed and more operations carried out, hospitals throughout the country need more and more blood, all year round. For example, in England and North Wales alone, nearly two and a half million donations are



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needed each year to help the NHS save lives.

But, only 5% of the UK population currently give blood.

It's *all* types of blood we need – not just rare ones. In fact, the commoner the blood type, the more we need.

So even if your blood is one of the most common types – group O, for example – you can be sure that by donating regularly, two or three times a year, you really *are* doing something amazing.



When Debra became pregnant, complications set in.

Treatment with blood components played a vital part in making sure she gave birth to a healthy baby girl

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It's

amazingly

easy

to save a life

Becoming a blood donor really is very simple. For more information – or to enrol – just call us on **0345 711 711** or return the coupon at the back of this booklet. We'll send you an invitation to the next donor session either at a centre near you or at one of our mobile units.

Some employers also arrange sessions so that you can give blood at work – or you can just turn up at any public donor session.

Before you donate, you should always drink lots of liquid (but not alcohol).

Eat regular meals – and let us know if you've missed a meal or are on a diet.

Your session will last about an hour in all. When you arrive, we'll ask you a few routine questions about your health. If it's your first visit, these will be quite detailed, but for regular donors it's a much shorter interview. It's very important – for your own well-being and that of patients who receive your blood – to answer these questions fully and honestly.

We'll then take a drop of blood from your finger or



“It was much more straightforward than I’d thought, and my boss was very happy to give me an hour off to give blood”

ear lobe just to make sure you’re not anaemic. If all is well, we’ll take your donation.

This only takes about ten minutes, during which time we collect 450ml (about

three quarters of a pint) of blood. Most people hardly feel a thing, and after a short rest, a drink and a biscuit, you’ll be up and about and ready to go.

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Practically anyone can do something amazing

As a rule, as long as you're in good health and aged between 18 and 60, you can become a regular blood donor.

A confidential health interview helps us be sure that you are fit to give blood and that your blood will be safe for the patients who receive it.

And even if there are health reasons why you can't actually give blood, you can still help do something amazing, for example by encouraging your family and friends to donate.

To make sure that giving blood won't make you anaemic, we check your iron levels at each session. The tiny drop of blood we take tells us if you can

We always do a
quick and simple test to
make sure that giving
blood won't make you
anaemic





safely make a
full donation
that day – if

not, we'll advise you what
you should do.

We'll also need your
agreement that we can test
your donation later. This will
tell us your blood group and
screen for any infection. If
the tests reveal any

**Mobile donor units
regularly visit most parts
of the country**

problem, we'll
inform you in the
strictest

confidence and advise you
who to consult.

You should also let your
local donor centre know if
you develop any illness
during the fortnight following
a donation.

Do something amazing today

Save a life



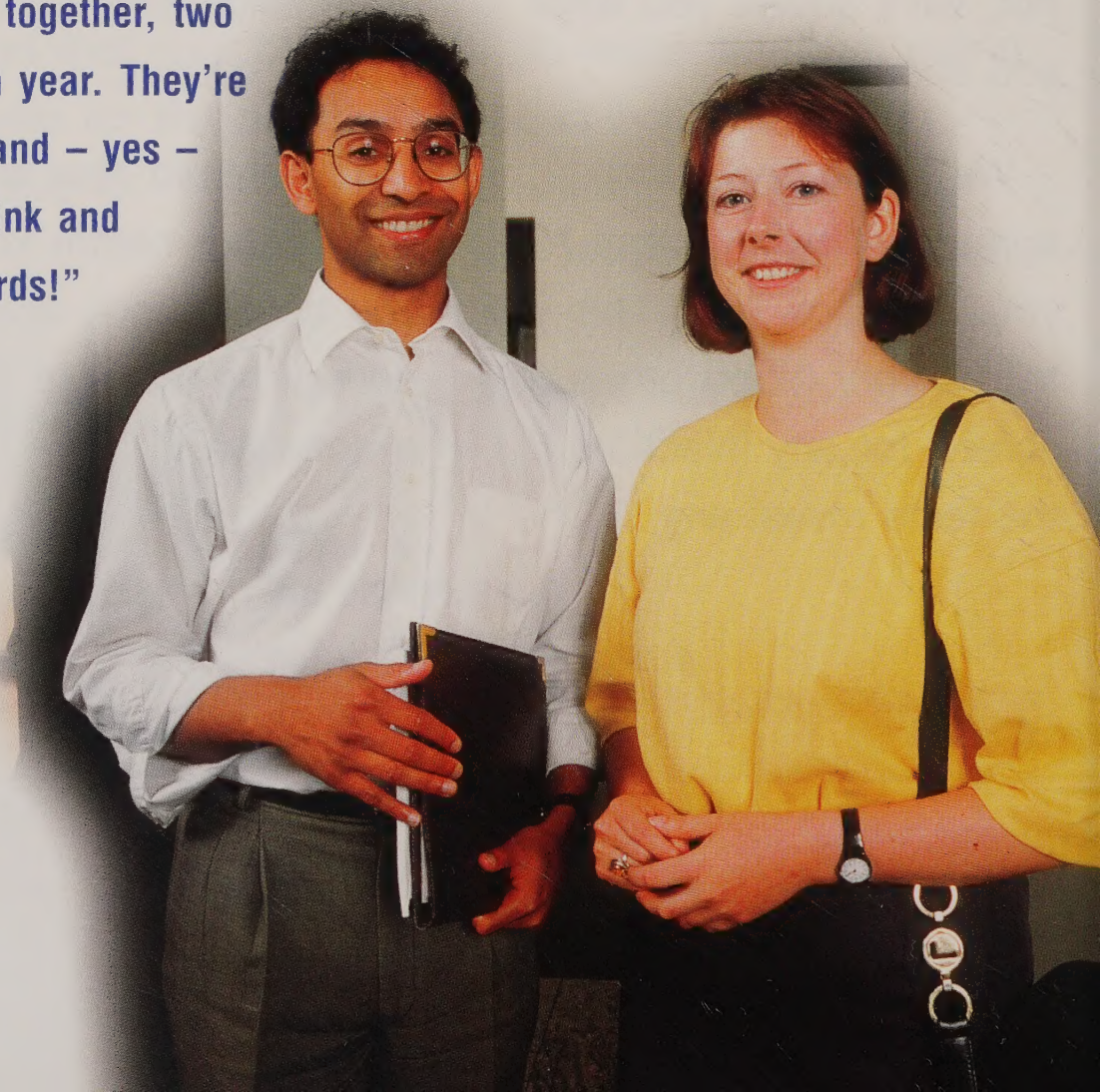
Give blood

Whilst practically anyone can give blood, there are some exceptions. The panel on the right shows some of the reasons why there is some blood we are unable to accept.

Naturally, we carefully control how we collect blood. Only trained staff, under the supervision of

doctors and nurses, can take blood donations. All equipment used is new and sterile for each donor and *never re-used*, so you don't have to worry about risks to your health.

"We usually go together, two or three times a year. They're really friendly, and – yes – you do get a drink and biscuits afterwards!"



Some of the people who can't give blood

There are two main reasons why you should not give blood.

1 If giving blood may affect your own good health (our medical interview will help you decide)

For example:

If you are not well on the day (eg with flu or a heavy cold)

If you are pregnant or have been pregnant within the last year

If you have certain medical conditions or are on certain medication.

2 If your blood might transmit an infection to the patient who receives it

For example:

If you have recently visited a tropical country

If you have ever injected drugs

If your lifestyle puts you at risk of acquiring HIV

If you have recently undergone ear or body piercing.

Please refer to the leaflet ***Do Not Give Blood Without Reading This Leaflet.*** If you have any questions or doubts at all, please ring your local centre for advice or ask the nurse or doctor at your session.

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It's **amazing**

what we can do with your blood

Put simply, blood is made up of red cells, platelets, white cells and plasma. From your donation we make good use not only of whole blood, but of its components. For example:

Whole blood is used in cases of acute blood loss, eg road traffic accident or during an operation.

Red blood cells are transfused when an illness leads to anaemia.

Platelets are needed where bone marrow cannot work properly following

anti-cancer treatment (eg leukaemia) and in patients who cannot produce normal platelets.

If it's your first visit, we'll go through a simple questionnaire with you to check your health details



White blood cell

transfusions are needed to help patients whose resistance to serious infection is low, eg during some cancer treatments.

Plasma is used for critically-ill patients who have lost large volumes of blood and need replacement of the full range of essential proteins contained in plasma. Plasma is also used to make clotting factors, albumin (often vital to burns victims), Anti-D (given to rhesus negative expectant

mothers who are carrying rhesus positive babies) and other immunoglobins, commonly known as antibodies.

Plasma products cannot be stored indefinitely. Providing patient needs in the NHS have been met, we may offer some surplus products abroad. This helps to save more lives, rather than destroying excess stocks. The money raised helps the National Blood Service offset the costs of making products.

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Principles of care

The National Blood Service and donors are partners in saving the lives of thousands of patients each year. This partnership is based on mutual trust, honesty and respect.

Donors give their blood freely, safe in the knowledge that the National Blood Service uses the latest techniques and procedures to protect their health – and the health of the patients. The National Blood Service values this special relationship and is committed to treating its donors with care and courtesy.

To demonstrate this commitment, the National Blood Service has drawn up a charter for donors based on ten principles of care. National standards have been developed to support these; performance will be monitored regularly throughout the country and the results published.

The National Blood Service guarantees:

- To put the health and comfort of donors first.
- To carry out interviews for health screening in private.
- To inform donors of any test results that may be important to their health or affect their ability to donate blood.
- To treat all information about donors in the strictest confidence.
- To ensure donors' blood is used to benefit patients and not for financial profit.
- To provide suitable and convenient venues for donors to give blood.
- To make every effort to keep waiting times to a minimum.
- To arrange donor sessions at convenient times and to give donors adequate notice.
- To ensure that donors are made to feel welcome and at ease at all times.
- To welcome donors' comments and suggestions on any aspect of the National Blood Service and to respond quickly to any complaints.

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amazing

the difference you'll make

Never forget just how much you're doing when you give blood.

You are – literally – saving lives. And that's nothing short of amazing.

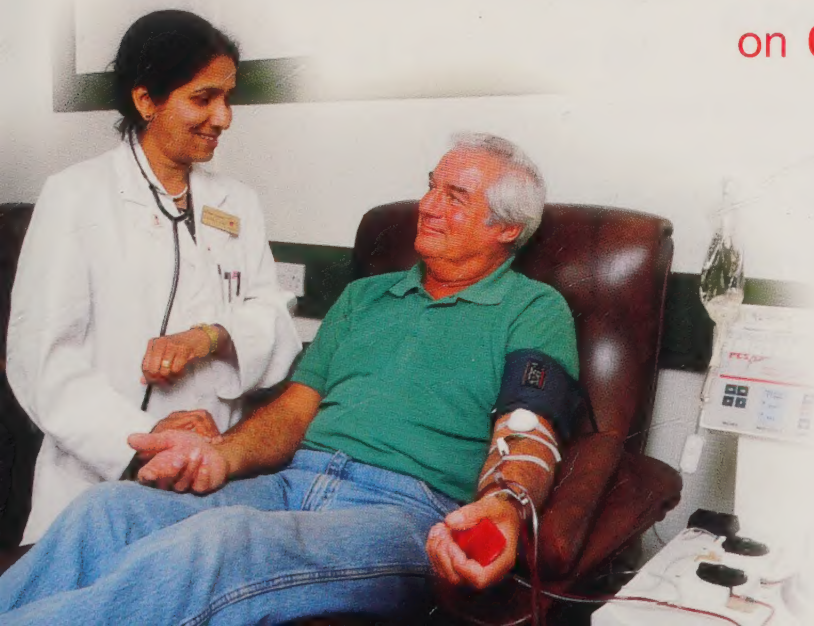
When you realise that *only* 5% of the UK population gives blood, you can see what a difference *you* can make by becoming a regular donor.

Practically any healthy adult can do it – and the

National Blood Service, not to mention the patients and their relatives who benefit from your generosity, are hugely grateful for every individual donation we get.

Remember, we need all types of blood all the year round. By becoming a regular donor, say two or three times a year, you'll be helping save lives every day all over the country.

It's easy to do something amazing – just call us today on **0345 711 711**.



Every day, hospitals in England need 10,000 donations of blood for life-saving operations and treatments. That's why we rely so much on *you* and people like you to become donors

How to do something

amazing

today

To enrol as a blood donor, simply call us today on **0345 711 711** – it's only a local rate call wherever you call from – or call your local National Blood Service centre (you'll find their number in the phone book).

Alternatively, complete the coupon at the top of the opposite page, pop it in an envelope and send it to us at the Freepost address shown on the back of the coupon – you won't need a stamp.

Once you've enrolled, we'll write and let you know when your next local session is. Of course, you

can always just turn up at a public donor session. And don't forget, you can ring your local centre for details.

You can help us too by encouraging others to give blood. Why not use the other two coupons to involve friends and your employer in doing something amazing?

If you've given blood before and have since changed address, you can let us know by ticking the box on the *top* coupon and sending it to us with your new details.

I'd like to **save a life**

Simply fill in your name and address details and pop the coupon in an envelope and send it to the Freepost address on the back – you don't even need a stamp.

Tick only if you have given blood before and are telling us your new address ☐

Surname (Mr/Mrs/Miss/Ms)

Forenames

Home address

Postcode

Home telephone

Date of birth

Employer's address (if you wish to donate at or near your place of work)

Work telephone

Date

Signature

I know **someone** who'd like to do something amazing

Simply fill in the details of a *friend or relative* – with their permission – who might like to become a donor and pop the coupon in an envelope and send it to the Freepost address on the back – you don't even need a stamp.

Surname (Mr/Mrs/Miss/Ms)

Forenames

Home address

Postcode

Your donor number if known

My **employer** would like to do something amazing

If you think *your employer* might arrange blood donation sessions at work, simply fill in the company details, pop the coupon in an envelope and send it to the Freepost address on the back – you don't even need a stamp.

Employer's name

Company

Address

Postcode

Your donor number if known

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Pop this coupon in an envelope and send it to:

Donor Marketing Department

National Blood Service

FREEPOST

London SW17 7YB



Do something amazing today

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